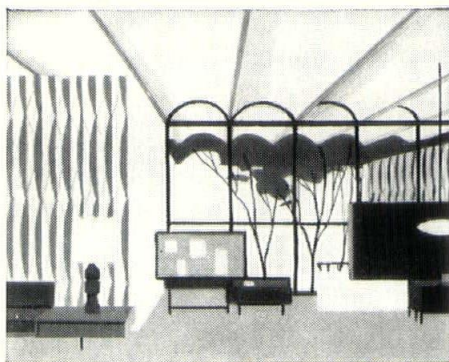


The best ideas are more exciting
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New headquarters building, Purex Corp., Lakewood, Calif.

“Packaging” space the easy way... with sculptured concrete curtain walls



Graceful concrete shells, cast in place, serve as roof and ceiling for a 2½ story lobby. The 4-inch-thick shells cantilever 10 feet beyond the entry to reflect in the adjacent pool. Architects: Anthony & Langford, Whittier, Calif. Project Consultant: William Garvey, Whittier, Calif. Gen. Contractor: Oltmans Const. Co., Monterey Park, Calif. Structural Engr.: Douglas H. Beetham, Whittier, Calif.

From broad, vaulted lobby to spacious top-floor executive offices, this new headquarters building reflects Purex Corporation's regard for modern, efficient packaging of their products.

62,000 feet of floor space were enclosed with only forty panels of precast concrete fastened directly to the 3-story frame. Sculptured curtain wall panels, cast from an original leaf design by artist John Edward Svenson, point up the beautiful effects possible with modern concrete. Reusable molds will provide identical panels for future expansion of the building.

Today, architects find distinctive design and advanced construction techniques grow readily from concrete's infinite versatility.

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735 North Water Street, Milwaukee, Wis. 53202

A national organization to improve and extend the uses of concrete

AUGUST, 1964



WISCONSIN
ARCHITECT



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STONE

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AMERICAN INSTITUTE
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AUG 21 1964

LIBRARY

Project:

Walworth County
Courthouse

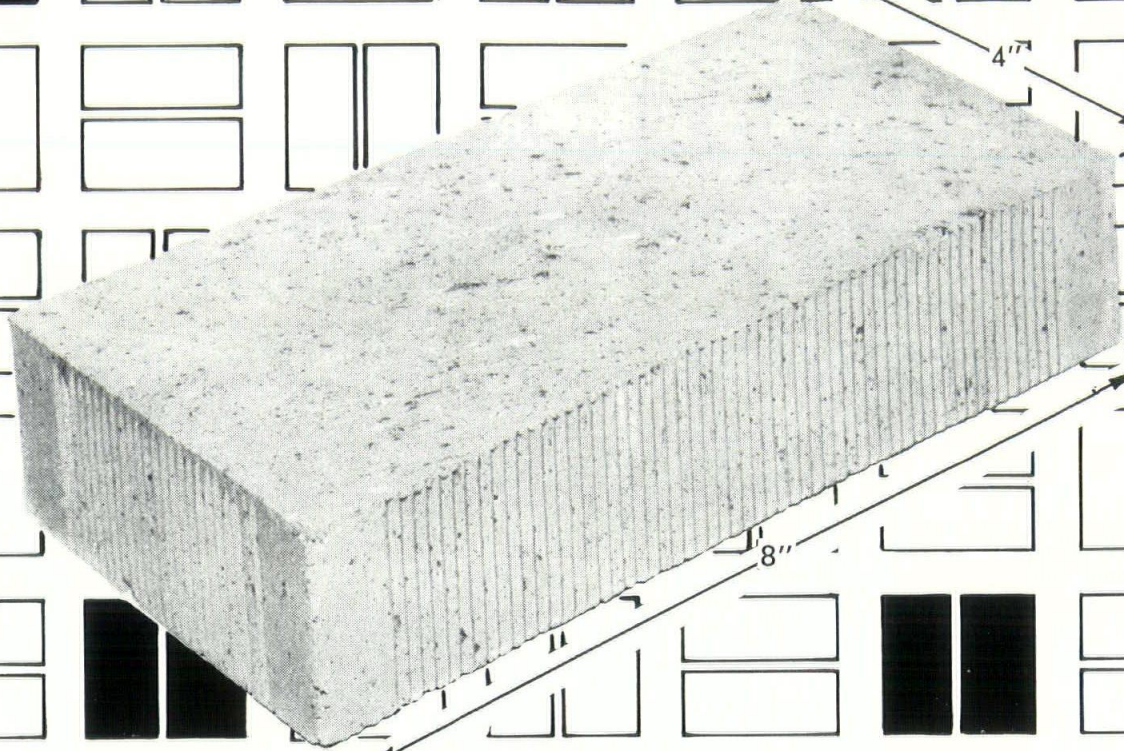
Architect:

Ebling, Plunkett,
Keymar, Reginato
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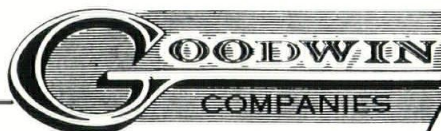
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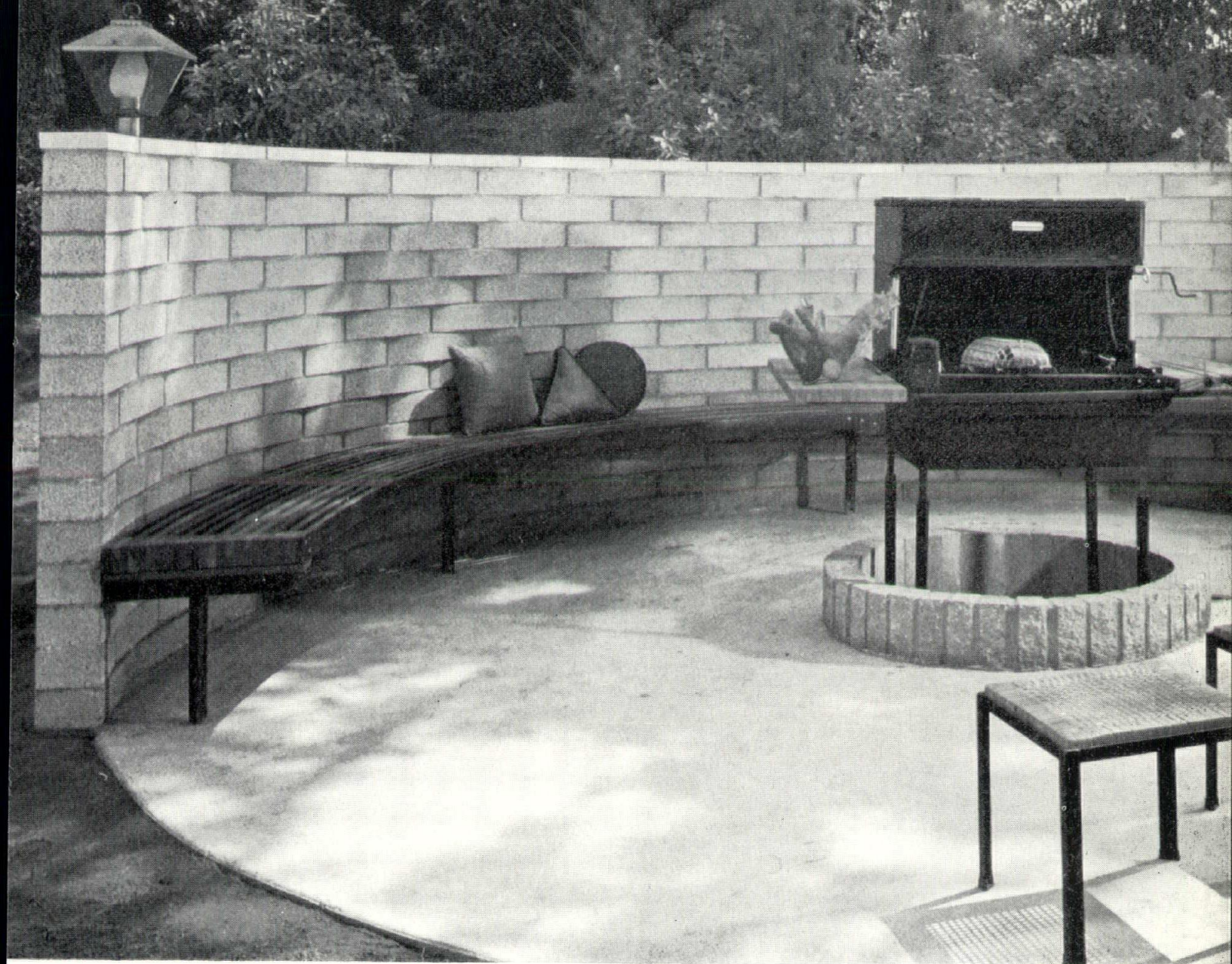


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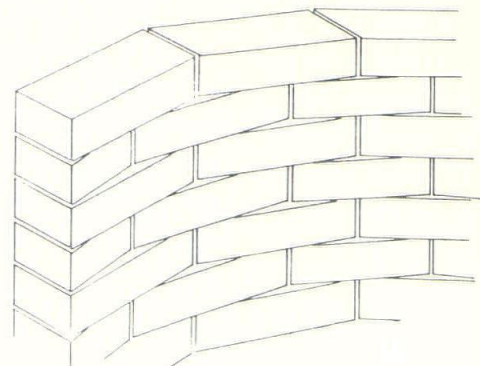
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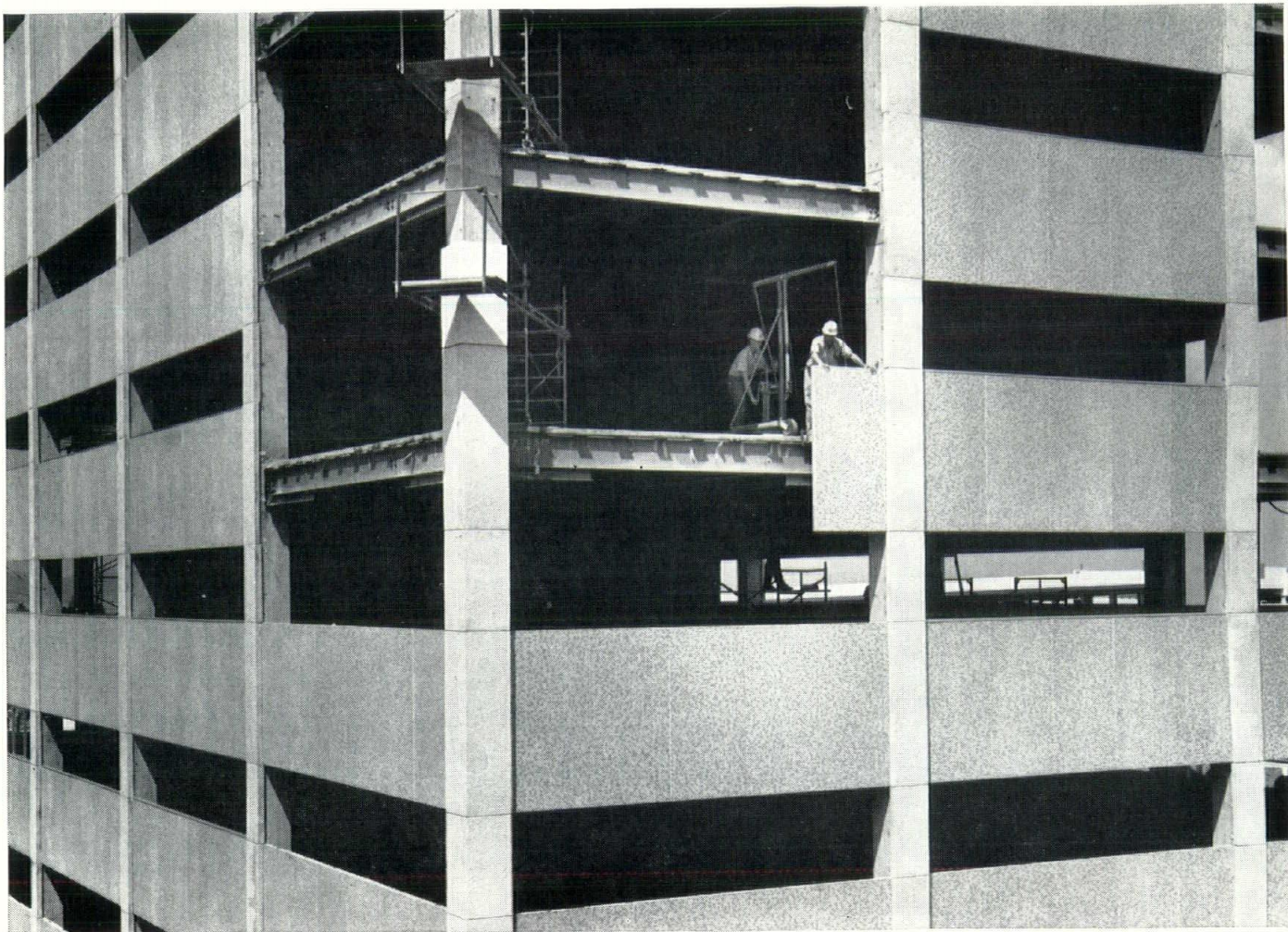
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This month's cover combines symbols of the manufacturer's approach to the building industry and the groups that serve them both. The line design originated on a booklet produced by the United States Steel Corp. for architects and engineers. The booklet then received an award for excellence from the Producers' Council, a national group that links manufacturers, architects, engineers and home builders. Because the council is the one commercial affiliate of the American Institute of Architects, the design becomes a fitting symbol for this issue, which tells of the council's work in the nation and in Wisconsin (see page 11). In the picture above, President Leonard Reinke (center) of the Wisconsin A.I.A. Chapter watches Robert Flannery (left), Milwaukee Producers' Council president for 1964, accept the gavel of office from 1963 President Harry Wittwer.

Mr. Frederick G. Schmidt, Editor
The Wisconsin Architect
781 North Jefferson Street
Milwaukee 2, Wisconsin

Dear Mr. Editor:

I was delighted to read in the June 1964 issue of the Wisconsin Architect the tribute to Julius S. Sandstedt who has just completed three years' service as Director representing the North Central Region AIA. Victor Gilbertson has summed up very well the tremendous contribution Sandy has made to his region, to the AIA, and to the profession. Only one who has served in that same capacity can understand how very demanding the job of Regional Director can be.

All of us who are members of the Institute would certainly wish to join with Victor Gilbertson in honoring Sandy Sandstedt for his considerable contributions and for his devotion to the American Institute of Architects.

Sincerely yours,

J. Roy Carroll, Jr., FAIA

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THE ARCHITECT



AUGUST, 1964

THE WISCONSIN ARCHITECT, Volume 32, No. 6. Address all matters pertaining to editorial or advertising content to the Publisher, Schmidt Publications, 781 N. Jefferson St., Milwaukee 2, Wisconsin. Phone BR 1-6400. **The Wisconsin Architect** is the official publication of the Wisconsin Chapter of the American Institute of Architects, Frederick G. Schmidt, Editor. Bruce Brander, Managing Editor. Subscription rate: \$5.00 per year.

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"The City—Visible and Invisible"



THE A.I.A.

It was never quite clear if Louie showed up in St. Louis after all the urging of the 1904 World's Fair melody. But since then, just about everyone else has paid a visit at one time or another to the Mississippi city where a big and generous welcome is a metropolitan tradition.

In mid-June, more than 3,000 architects from every corner of the country found their way to St. Louis for the 96th annual convention of the American Institute of Architects. Among them were 20 corporate members from Wisconsin. Thirteen of these signed up as delegates before registrations at the Chase-Park Plaza hotel closed on June 14.

For three days before all the delegates arrived, some facets of the convention were under way at the hotel, which served as general headquarters. From June 11 to 13, the A.I.A. Board of Directors met through the day. The National Council of Architectural Registration Boards met for two days. Other groups formed and moved forward with their business. And luncheons, banquets and social hours punctuated the pre-convention work sessions.

Sunday, June 14, was the official start, when product exhibits opened, city tours began and a week long agenda of meet-

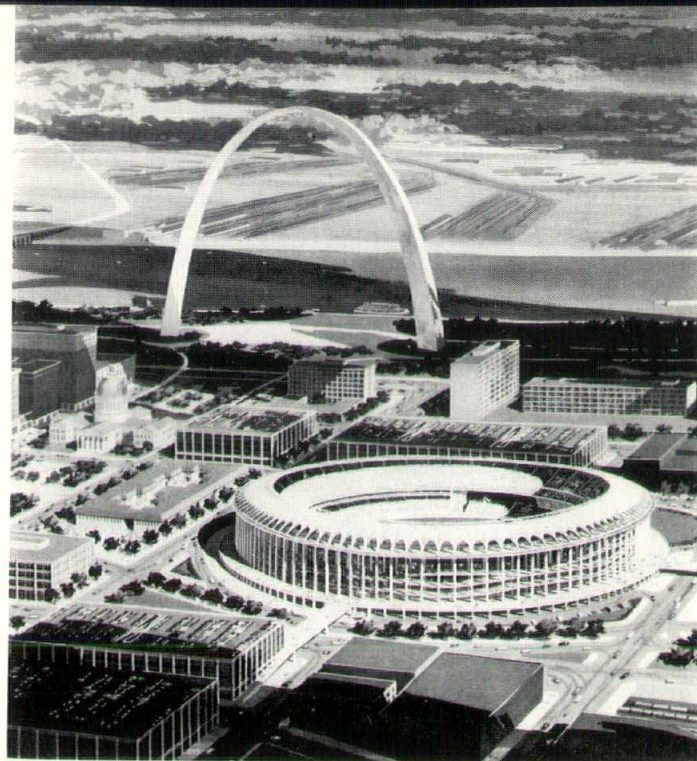
ings moved ahead. Organizational business took up much of the two days following: meetings of Ladies' Auxiliaries, state and chapter presidents and officers, the resolutions committee, the Producers' Council and the general membership. Award presentations were the second major items on Monday and Tuesday, honoring creators of buildings and homes, works of fine art and artful photography.

The nine hour professional program began Wednesday morning. To fully explore its theme — The City, Visible and Invisible — authorities on many facets of community living had come from all over the United States. Their subjects, designed to lay open the elaborate structure of a city to the men who make it grow, were specific and often non-architectural. A university chancellor talked of law and justice, a Yale professor spoke on community attitudes that are inspired by religion and United States Surgeon General Dr. Luther H. Terry told of health problems and their solution where many people are gathered together. Explaining the links between cities and their locale, their state and the nation were St. Louis Mayor Raymond Tucker, Kansas Governor John Anderson Jr. and New

(Continued to page 20)

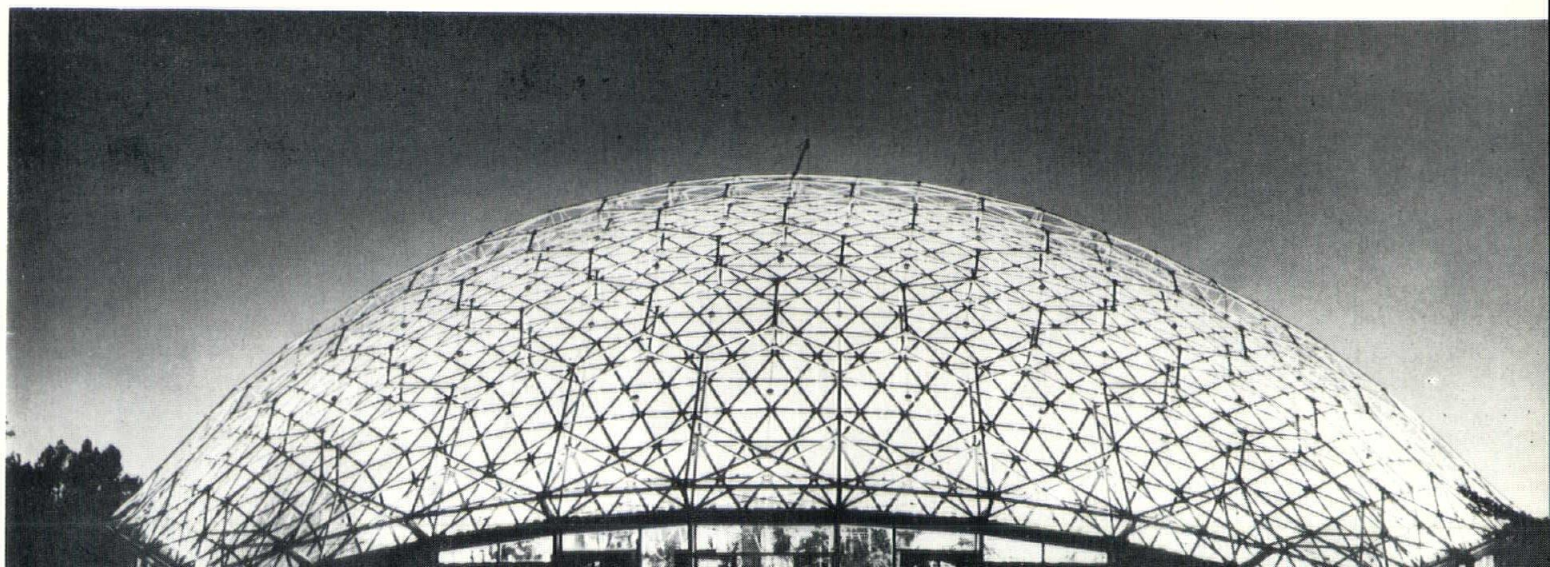


The St. Louis skyline (left) fronts on the Mississippi River. At right is the un-completed Gateway Arch, designed by Eero Saarinen. In the city's Forest Park is a new planetarium (above). An artist's rendition (right) shows the arch and a new 55,000 seat stadium also under construction in the civic center. The Climatron greenhouse (below) stands in Shaw's Garden, the world's second largest botanical park.



PHOTOS: METROPOLITAN ST. LOUIS CHAMBER OF COMMERCE

CONVENES IN ST. LOUIS



caveat emptor

and Architect

Let the Buyer Beware

By Glenn Chell

Considering the ancient source of the warning, *caveat emptor*, it must be concluded that imminent danger for the buyer has existed ever since the inception of the market place. And it still does, wherever there is an exchange of goods or services involving a buyer and a seller.

"Let the architect and owner beware," is paraphrasing to be sure. But the altered adage is no less valid, because owners of buildings are buyers and architects, as their agents, are in a modified sense buyers too. Since construction of a building is extremely complex, involving many trades and innumerable products and services, one can readily appreciate that buyers have a reasonable right to be both wary and apprehensive as to what the finished product will be. A building, as a product, is unique in the sense that the owner, or buyer, does not know what he has bought until it has been completed. Accordingly, carefully worded specifications are drawn up covering every phase of the work to be performed. This, in effect, est-

horses.

After the completion of plans and specifications, the architect and owner are ready to create a list of opposing forces — in this case, general contractors who represent the sellers. What happens at this point — how this list is prepared — is the most critical and significant factor in determining whether or not the completed building will be an honest representation of the architect's intent. Thus, it is up to the seller selected to take the architect's design, which was honestly executed, created with diligent care and craftsmanship, and embodies more quality than the specifications could reasonably call for, and turn it into a successful building.

There are several ways in which the "sellers list" can be compiled by the architect and owner. The most logical, and obviously the most intelligent, is to invite contractors of like abilities with proven reputations for integrity, dedication of purpose, and honest interpretation and execution of contract documents, to bid. Under this method, tensions and apprehensions created by the mere

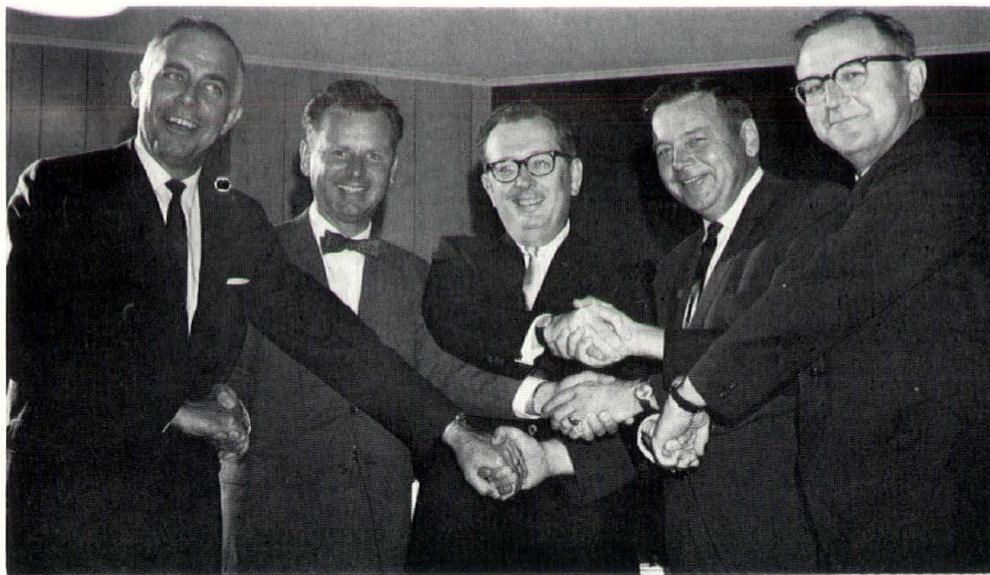
believed because the architect knows that these contractors will prepare their estimates with the above principles in mind. As a result, the opposing force will become a respected partner on the building team, one who will bring into partnership building experience, financial integrity, sound management, and a purpose allied with that of the owner and architect.

Unfortunately, this procedure today seems to be the exception rather than the rule. While architects and owners readily admit the desirability of competition on this level, the incredible notion arises that perhaps, on this high standard level, they might end up paying too much for their building. This thought is generated by noticing in construction reports that certain contractors have a habit of being low bidders by inordinate percentages. It is then reasoned that bargains are being offered by some contractors that they cannot — in the owner's interest or their own — afford to disregard.

There are no so-called bargains in construction. A building designed to cost \$20 a

Report On:

The Producers' Council



The pleasure is yours. The work is theirs. And when it comes to selling, the accent is always soft.

No one in the nationwide group called Producers' Council, Inc., would deny that selling is their motive. But all the 202 members and associate members realize that architects want to buy — not be sold — the products and services that turn ideas into solid buildings.

At its strongest, the sales pitch traditionally used by the Producers' Council is like a brush up course in building materials. This was the original intention when the American Institute of Architects set up a manufacturers' committee in 1921 to make more and better product information available to its members. In later years, the manufacturers themselves took over the job of promoting high quality materials and services. Now, the Producers' Council, with 48 chapters scattered around the country, works as an affiliate of the A.I.A., the single commercial group to have this status.

The chapters, all based in major cities, are almost independent. They build their own membership, keep an eye on architectural

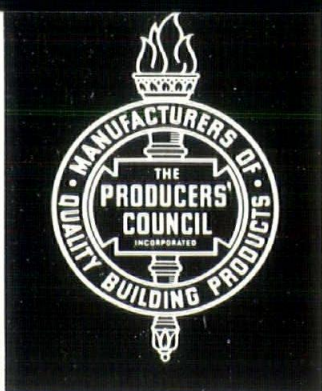
work going on in their own districts, organize and pay for a yearly program of events for nearby architects, engineers and home builders they hope to have as customers.

The Wisconsin chapter president, Robert E. Flannery, described a vigorous annual agenda worked out by his 37 members during their monthly business luncheons.

"We have four purely social events each year", said Mr. Flannery, Formica Corporation district manager in Wisconsin and Upper Michigan who took council office on May 27. "In the spring we have a theater party, a benefit for the Wisconsin Architects Foundation. The architects help pay for this. They buy their tickets at reduced prices, then we turn over half the amount to the foundation. We have a baseball party in the summer, and a golf outing in September, with dinner and prizes. In late December we hold a holiday party."

These events, he explained, serve only to introduce producers to consumers. Because the approach is salesmanship at its softest, council members are free to participate or not as their budgets allow. But since individual

(Continued overleaf)



(Continued from page 11)

cost is low, most members welcome the chance to meet some 200 potential customers who arrive for the social gatherings.

A Wisconsin chapter specialty is the *gemutlichkeit* party. Council members show their wares here. But to keep business from interrupting the beer pony pump, only products that fit on a card table are allowed.

To bring other areas of the state into their program, the council chapter splits into travel teams. A sales team arriving in Madison, Kenosha, perhaps, or Green Bay will hold a luncheon for 40 or 50 architects and specification writers from the region. Here they focus sharply on business, showing and explaining new products or new uses for old materials.

Even more intensive are "informational meetings" divided equally among council members. The evening meetings offer each firm one chance every three years to show its products exclusively. Harry Wittwer, council president until May, described an especially successful meeting held last year by

Joining hands after their election on May 27 are Milwaukee Producers' Council officers (left-right) Herbert Rother, 2nd vice-president; Russell Sandboefner, 1st vice-president; Robert Flannery, president; John Speaker, treasurer; and Ralph Rozumalski, secretary.

A meeting on advertising practices in Washington, D.C. (above) brings council members in contact with home builders. Traveling exhibits (below) have toured the country for several years to bring the products of council members to architects, engineers and home builders.



The BUILDING PRODUCTS EXHIBIT

Until this year, the council held an annual products exhibit, this one (above) in Dallas. The American Institute of Architects will manage the exhibits in the future. Shown at the council's theater party (below) held at Milwaukee in March are (top row) Harry Wittwer, Mr. and Mrs. Willis Leenhouts, Mrs. Sheldon Segal, Mr. Segal (bottom row) Mrs. Wittwer and Mr. and Mrs. Robert C. Klockson. The party was a benefit for the Wisconsin Architects Foundation.



the local Pittsburgh Plate Glass Company office.

"It began with cocktails and dinner," said Mr. Wittwer, Wisconsin sales representative for Kawneer metal products company. "After dinner, executives of the company demonstrated new glass products. Then they showed a color movie about the planning of a new bank building in Dallas. The whole product presentation lasted about an hour. I was at the speakers' table, and I noticed very, very few people leaving. More than 200 architects and draftsmen saw that showing."

The council's soft sell must be effective, if one judges from the cost of membership. A single informational meeting can run expenses up to \$1,000. Other events add to that. And national membership fees, paid by home offices to admit salesmen to all 48 chapters in the country, range from \$500 to \$1,500, depending on national sales volume of building products.

The national dues add up to nearly half the yearly \$240,000 income of the council's national office in Washington, D.C. The other half comes from an architectural education program and advertising revenue earned by the quarterly Technical Bulletin, a magazine of product data sent to 15,000 readers.

The money goes out almost as fast as it comes in, spent on publications, schooling programs, the Modular Building Standards Association and general operation.

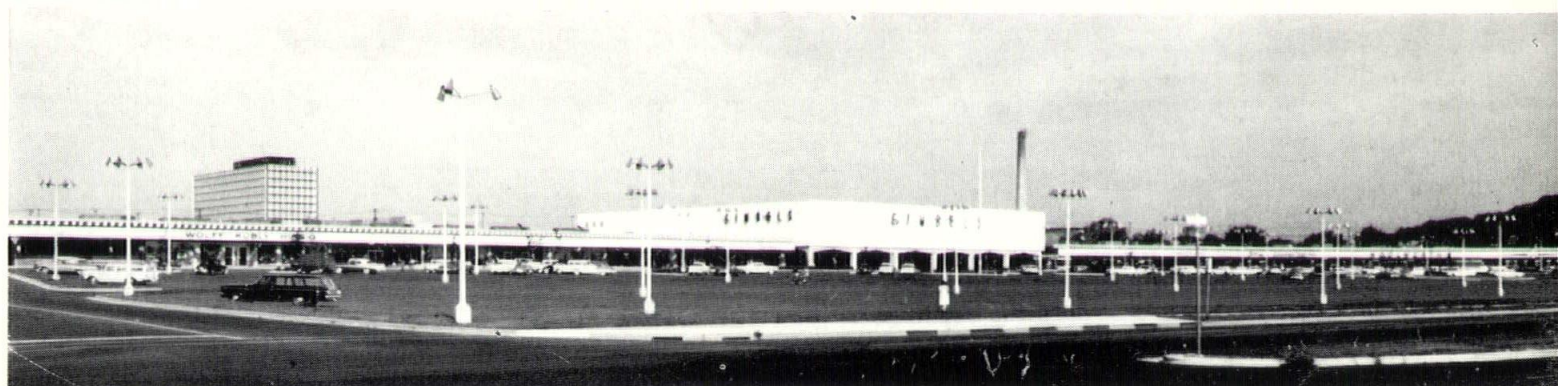
"It's a completely non-profit organization," Mr. Flannery said. "The members come in to show and sell their products. But it's an organization to serve the architect; that is our primary function."



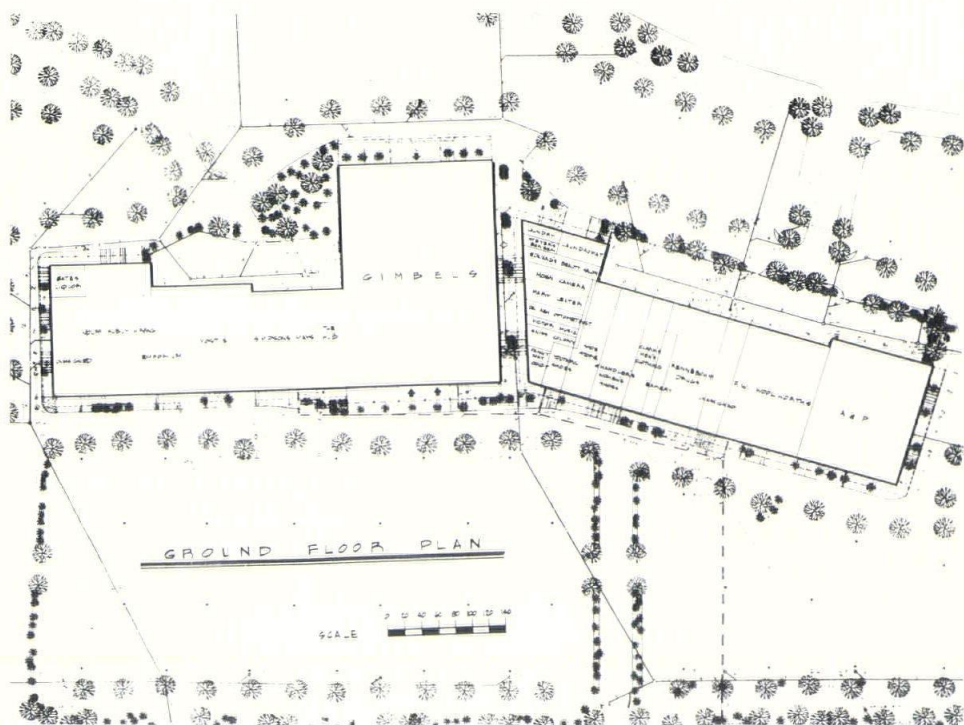
merit award:

Hilldale Shopping Center

Madison



ARCHITECTS: GRASSOLD-JOHNSON-WAGNER & ISLEY, INC.



DESIGN PROBLEM:

The problem was to design a strip shopping center on one level facing the main street and allowing all stores to have advertising signs facing the front. The site is sloping and was to have access to streets at the rear of the property which are 25 to 30 feet higher than the main street.

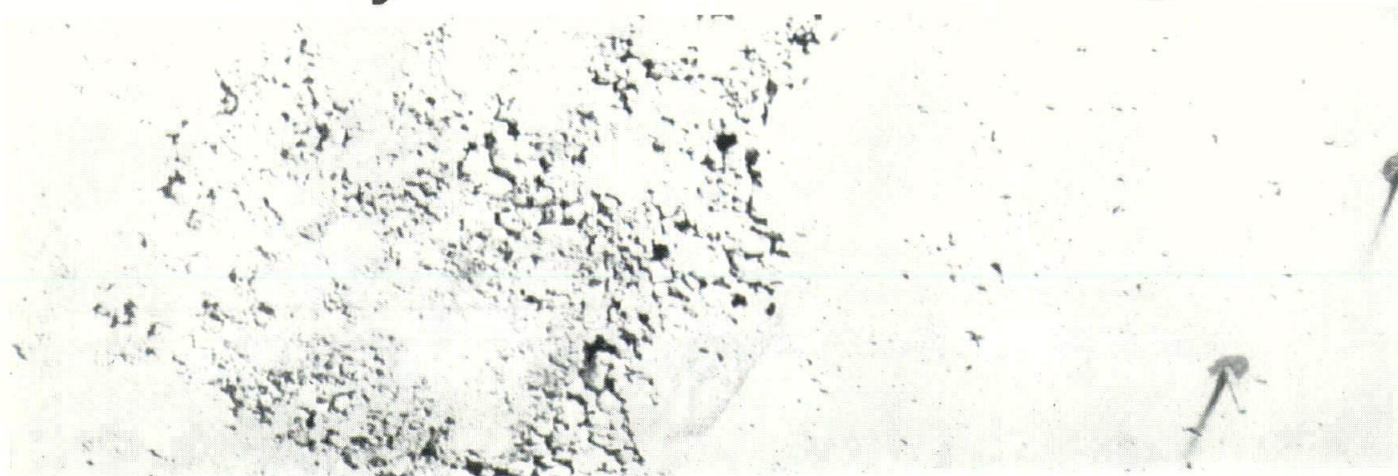
The area is a fast developing neighborhood on the west side of Madison, close to a state office building complex and extensive apartment and residential developments.

DESIGN SOLUTION:

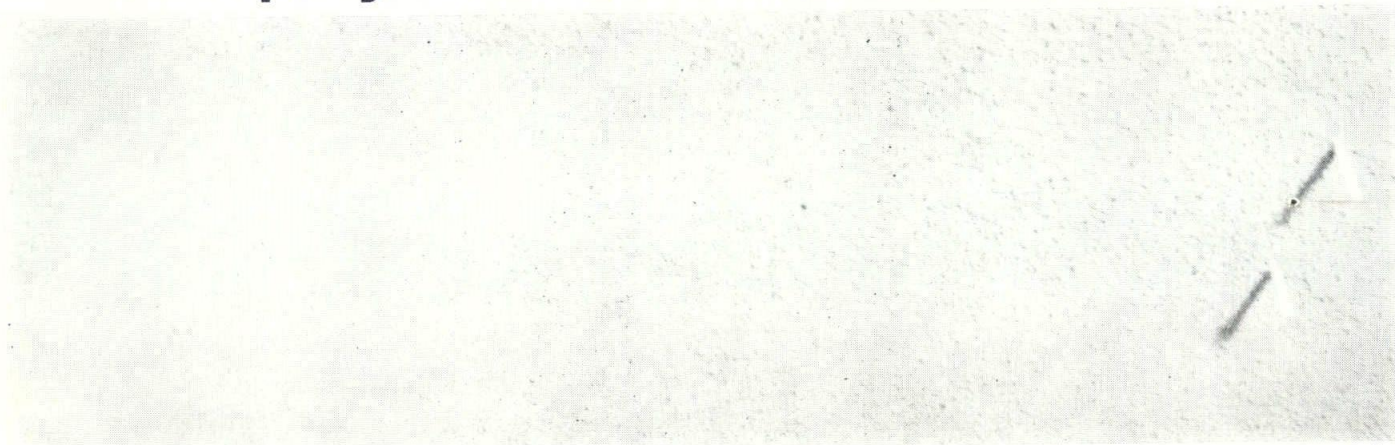
The building row was angled to avoid monotony. A semi-mall was built along the department store. To unify buildings, the precast tee roof members were projected outward to form a strong canopy line and a continuous panel was suspended below the canopy to hold tenant signs. Plans provide for future expansion, including a theater and restaurant. The parking area holds 2,000 cars.

(Continued to page 17)

New way to finish concrete ceilings...

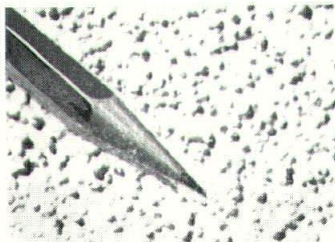


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merit award

(Continued from page 15)

CONSTRUCTION DATA:

The department store is built of reinforced concrete with face brick, glazed brick and precast concrete exterior walls. The store's interior walls are plaster, fabric and wood; floors are of resilient tile and carpet; ceilings are plaster.

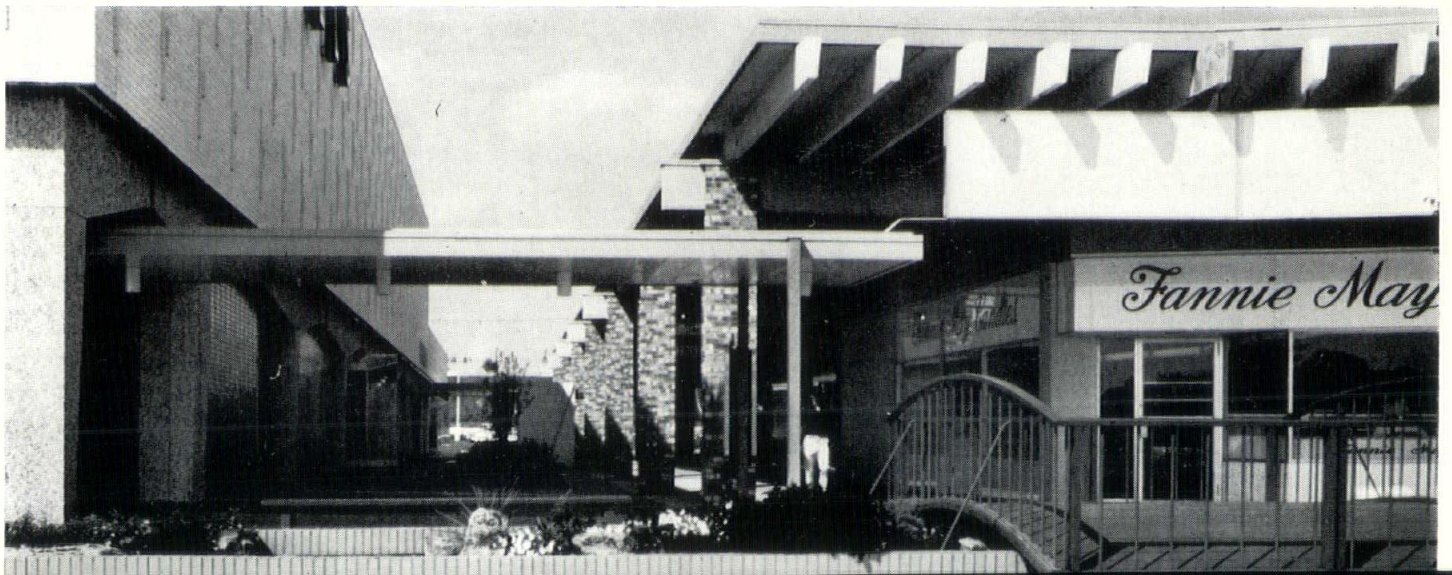
The small stores have masonry walls supporting the precast double tee roof. Their exterior walls are face brick, while interior materials vary from store to store.

Flourescent and incandescent lighting is

combined, but incandescent is used exclusively in the parking area. Stores are heated and cooled by individual units mounted on the roof and concealed by a metal grill. Total building area is 313,000 square feet. Project cost is \$3,750,000.

JURY COMMENTS:

"As shopping centers go, it is better than most. The consistency and organization of the arcade and its signs are good. The site plan is not impressive with landscape not sufficiently prominent. A concept of controlled interior landscaped places would be desirable. A pedestrian focal point is needed."



W.A.F. REPORT

In July, the nine directors of the Wisconsin Architects Foundation met a committee from the University of Wisconsin to discuss the possibility of an architectural curriculum within the university. Education committee members from the state chapter of the American Institute of Architects and individual architects also attended the meeting at Madison.

The university committee, headed by Dr. R. L. Clodius, vice-president of academic affairs in Madison, reported on a national study of educational facilities in the field of architecture and environmental design. The committee then offered recommendations on a future curriculum in Wisconsin.

State architects added their ideas on comprehensive environmental studies based on their personal experiences and several years of research begun under the direction of Karel Yasko. Architects who have shown great interest in the foundation's work toward education believe this approach to architectural studies can have the revolutionary impact of Bauhaus to Beaux Arts in its day.

Former A.I.A. President J. Roy Carroll Jr. touched upon this new concept when he spoke to the national A.I.A. convention held at St. Louis in June. "We continue

our concern in the field of architectural education," Mr. Carroll said. "Preparation for the complexities of modern architectural practice requires the most complete coordination of . . . our professional courses and the most effective teamplay by our architectural faculties. Recognizing the present academic fragmentation of our design disciplines, your commission on education has proposed the establishment of new schools of environmental design and the grouping under a single academic control, for most effective teaching, all of our design disciplines. This proposal may well bring about a revolution in architectural education."

In 1960, the state A.I.A. chapter proposed an accredited school of architecture, but it was not deemed possible at the time. A fresh approach to an architectural curriculum was put into motion with a letter of intent sent by Foundation President Roger M. Herbst to University President Fred Harrington on October 1, 1963. In the letter, the foundation offered to the university a pledge of money from its funds, the nucleus of an architectural library, aid in establishing a curriculum, fund solicitation and a future scholarship program to supplant current tuition aid. Results of the meeting will be released in the September issue of the Wisconsin Architect.

The foundation is now preparing tuition grants for the 1964-'65 academic year. Of

the nine Wisconsin students who received financial aid during the 1963-'64 year, two graduated in June, leaving seven students for further consideration. The directors will also consider six new applicants. To be eligible for tuition aid of \$200 per semester or \$400 per year, an architectural student must be a Wisconsin resident with high academic standing and need of financial aid. The student may apply by letter, enclosing a photograph. A letter from the dean of the student's school is highly instrumental in the decision of the directors.

The foundation's funds depend upon contributions from state A.I.A. members and their friends. While contributions from individual architects are vital to the foundation's work, the Women's Architectural League continues to be a prime supporter of the educational aid program. In June, the league promoted a theater party to benefit the foundation. The party attended a performance of "Kiss Me Kate" at the Melody Top theater in Milwaukee and later a dinner at the Tripoli Country club. Half of the W.A.L. contribution will provide tuition aid while the other half will go into an invested fund established by the league for future scholarships.

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WO 2-5844

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mold box holding the piece of sculpture. The rubber vulcanizes within eight hours at room temperature, within minutes if heated. Nearly any casting material can be used in the non-sticking, flexible mold. Company booklet CDS-191 describing the product is available at no cost from the Silicone Products Department, Watford, New York.

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Caveat Emptor

(Continued from page 10)

square foot cannot be built for \$15 a square foot and still be the same building. And yet, how many architects and owners are there who do not comprehend this basic economic fact so eloquently and yet so simply set forth in the old truism: "You get exactly what you pay for." Nor do all architects realize the all-important fact that any given contractor, on any given job, can be the low bidder if he really wants to be and is willing to sacrifice both material and workmanship quality.

It is here that the crux of the moral and ethical structure of bidding practice lies. It quite boldly and unequivocally draws a sharp line between the architect and owner on one side, and the contractor on the other. It establishes two separate and distinct camps instead of a team concept and unity of interests.

To be the low bidder by any marked degree, beyond what could be considered close bidding, requires that something called for in the specifications be left out or assigned minimal value. For the bargain contractor, the general conditions and special conditions segments of the specifications are a wonderfully lucrative place to begin the process of prostitution.

For example: What is a superintendent? To the legitimate and owner-architect - conscious contractor, a superintendent means a full-time, wholly competent individual who is in charge of the entire project and all trades coming under his jurisdiction under the contract documents. He is competent not only in the basic trades of concrete, masonry, and carpentry, but also in the mechanical trades which today are growing in scope and complexity. Good superintendence is good job management, and efficient management is the general contractor's most significant contribution to the proper and intelligent execution of the plans and specifications. No single tradesman or any foreman representing a particular trade on a given project is concerned with planning the logical sequence of a vast number of operations, or in particular, viewing the job as a whole.

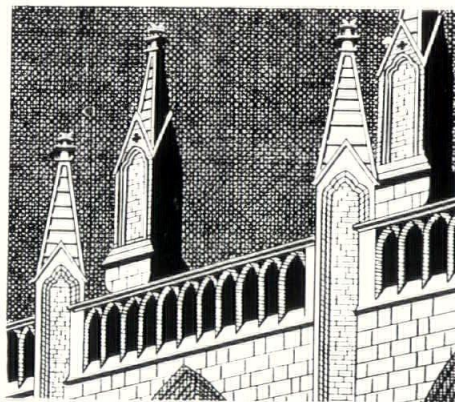
Without proper superintendence, each trade would conceivably operate with complete independence and without direction, thus creating a situation which would result in chaos.

The bargain contractor approaches this appalling condition because his definition of

a superintendent is perhaps a carpenter foreman, who is reasoned to be the first one on the job and the last to leave. Accordingly, it is felt that this foreman is in an excellent position to see what is going on. This rather dubious thinking can result in a saving to the bargain contractor of approximately \$15,000 on a project scheduled for completion in from ten to twelve months.

Other requirements under general and special conditions are also susceptible to the unique form of lip service rendered by the bargain price fraternity. Here, specific requirements are arbitrarily discounted and, in effect, not assigned realistic dollar values. The list can be extensive and might include the following: a watchman; temporary job facilities such as storage shanties, and office quarters; job utilities; temporary heat; permits and fees; project sign; project house-keeping; final job clean-up.

If these things were not necessary, they would not be called for. But, it so happens that they are both necessary and important, and every reputable contractor will assign



full value to these services. It is patently dishonest to disregard them with the intention of arguing about their necessity at a later date, after the contract has been signed. Thus, it is absolutely necessary that every aspect of the job be taken into consideration by the contractor, and by the architect as well.

One of the general contractor's greatest responsibilities is to associate with subcontractors who possess the highest skill and knowledge of their trade, high ethical standards and established reputations for integrity and quality workmanship. Only in this way can the continuity of excellence and dedication to the owner's interest be fulfilled, because a chain is only as strong as its weakest link.

Subcontractors in this category are certainly not selected by "letting your fingers do the walking through the yellow pages" of the telephone book. Selection can be made only on the basis of experience, and if not, through careful and systematic inquiry, actual exami-

nation of work performed and references of other owners and architects. It is in this selection, even at the bidding stage, that the reputable contractor stands as a bastion against all attempts that would undermine the quality of the job as set forth in the specifications.

Architects too should exercise more than ordinary care in the selection of general contractors as bidders. The current and seemingly ever-increasing practice of expanding bidding lists to ridiculous length, and the inclusion of bidders who, if they were more meticulously analyzed would be found to be unfit, is only demoralizing the construction industry. It is a futile and cynical defense to say: What difference does it make, because, after all, most contractors are alike and the performance and payment bond requirements on most projects assures the architect and owner that they have nothing in the world to worry about.

This incredible philosophy can lead only to disaster. In the first place, all contractors are not alike, and for a good and honest appraisal of this fact all the architect has to do is to get the opinions of subcontractors who have worked with various contracting firms. The qualified and competent contractor is discouraged from bidding jobs under these casual and irresponsible attitudes, because he realizes that to be the low bidder he would have no other choice but to compromise his ethical standards of quality.

To pursue this route means that the owner and architect are left desolate and alone, adrift on the wild and tumultuous sea of semantics involving endless interpretations of the specifications. The team cannot be a team, because half of it is running in the opposite direction. Having bid the job with no profit, and arbitrarily taking one exception after the other with the specifications, the bargain contractor must find ways and means of improving his dismal situation. The unhappy result is unmerciful bid shopping, with the eventual assemblage of mediocre and marginal subcontractors, persistent assaults against the architect with substitutions of materials, and the incessant submission of claims for extras predicated on contrived omissions or discrepancies in the plans and specifications.

The end result can only be constant aggravation on the part of the architect, a disgraceful waste of time and money occasioned by bickering — with the attendant delay in the completion of the building — and, worst of all, the gnawing suspicion that the completed building may not in many ways be what it was originally intended to be, a quality structure.

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(Continued from page 8)

Jersey's federal Senator Harrison Williams. In the final three hours of the program, two prominent city experts, Albert Mayer of New York and Francis D. Lethbridge of Washington, D. C., both architects and A.I.A. members, investigated the city as a physical structure.

A new addition to A.I.A. conventions were nine workshops, held on Thursday afternoon. Led by acknowledged experts, each specialized in a single topic and explored it intensively. Among workshop subjects were accounts and taxes, job development, lighting and acoustic systems, urban transportation and the legal side of architecture. Delegates were free to join discussions, sit in or move from one seminar to the next at will.

After dark, conventioners pushed aside business and got down to the business of pleasure. An open-air performance of "My Fair Lady" drew 100 of them Monday night and as many on Wednesday. Under the wavering lamps of Gaslight Square a Monday evening party for the A.I.A. introduced members to the city's outdoor art showings, street vendors, theaters and night clubs.

Ladies got together Tuesday for a champagne brunch. That evening, they joined the men for a Mississippi cruise. At the riverfront, the symbol of this year's national gathering came to life as conventioners toured the massive, uncompleted Gateway Arch and its underground visitors' center. Here they saw a memorial to Eero Saarinen, who designed the 630 foot stainless steel span in 1948 to commemorate the country's expansion beyond the Mississippi. Work on the weighted catenary has stopped short of 300 feet so the project, enormously complicated by its own immensity, can be resurveyed. Even day by day surveying has been infinitely precise, performed at night, when temperatures on all three sides are equal, to avert even the slightest deviation that could prevent perfect closure at the top. When the two legs reach 500 feet, a spreader truss will link them while higher sections are placed. An 80 ton scissors jack will part the legs when the \$12 million arch is ready for its keystone section.

Children had their own spot on the schedule, with tours to a collection of historical miniatures, the science and history museum and the city's Forest Park zoo.

On Wednesday evening, architectural students met the year's award winners while delegates and their wives visited the homes of St. Louis colleagues.

The final social events drew all the conventioners to an annual dinner Thursday evening where new A.I.A. fellows were invested. President J. Roy Carroll Jr. made his last official remarks before leaving office and the general program ended with the architects' ball.

Both the city and the host chapter went far beyond their obligations to welcome the convention and make it a success, said Wisconsin Chapter Executive Secretary Mrs. Jane Richards, who arrived in St. Louis on June 14.

"The business sessions were shorter than usual, and far from dull," she continued, "That was because the road was paved before the convention so the business could go quickly, almost mechanically."

"A.I.A. headquarters in Washington said the workshops were especially successful. They were testing the idea this year. Afterwards, the workshops were so highly praised that they will be a part of future conventions."

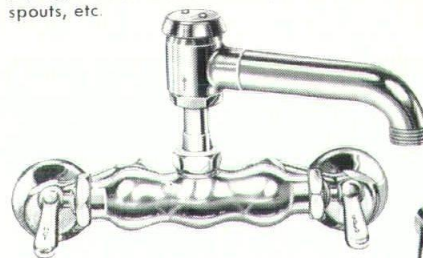
"The convention as a whole had more of a message than ever before. In taking the city as its theme, it was consistent with growth in the scope of architecture to look beyond single buildings into the whole surroundings," Mrs. Richards said.

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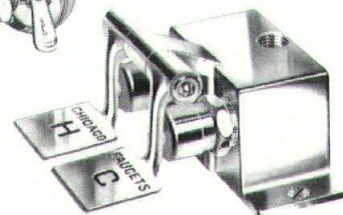


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Chapter Notes

The Executive committee of the Wisconsin Chapter of the American Institute of Architects met on June 26 at the Simon House restaurant in Madison. The following members were present: James Angus, Paul Graven, Roger M. Herbst, Emil Korenic, Maynard Meyer, Mark A. Pfaller, Leonard H. Reinke, Donald M. Schoepke, Norman Sommers, Allen J. Strang and Robert Yarbro.

The A.I.A. has proposed a national membership growth program, setting a goal at 2,000 and asking cooperation from chapters all over the country. The Wisconsin Chapter received a complete list of architects registered in the state. The national office requested that the Wisconsin Chapter determine potential members on this list. The matter was referred to the chapter Membership committee.

Since the bylaw changes of April 29 will affect all membership classifications, copies of the annual membership meeting minutes will be sent to all members of the chapter, rather than only corporate and associate members, as in the past. The minutes were approved for distribution.

Maintaining the usual liaison between the Architectural division of the Wisconsin Registration Board of Architects and Professional Engineers and the Executive committee of this chapter, members of the state board appeared before the meeting to report on their

current activities. Board committees are now involved in several serious interruptions of the statutes.

Wisconsin Chapter officers who attended the national A.I.A. convention at St. Louis in June reported on the meeting. Generally, this convention was probably the best in the history of A.I.A. conventions. The Executive committee forwarded congratulations to the host chapter in St. Louis.

Lake Lawn Lodge at Delavan was approved as the site of the Wisconsin Chapter's 1965 convention, which will be held May 3 to 6.

The Public Relations and Exhibits committee received approval of an appropriation for a traveling architectural exhibition program. The exhibit will be built to facilitate transportation throughout the state. It will be available to members, for public display, on request.

The new specifications format was also discussed. The completely new procedure will be available to all members in November. The format has evolved through the cooperation of the A.I.A., the Associated General Contractors and the Construction Specifications Institute. It is offered as a greatly simplified and more effective method of producing all specifications.

The meeting adjourned at 5:20 p.m.

Welcome Aboard

ASSOCIATES

Ronald D. Hansche

Born: Racine, February 1, 1937
Resides: 650 Otter Ave., Oshkosh
Firm: Irion & Reinke, Oshkosh
Former status: Junior Associate

William J. Murphy

Born: Cork, Ireland, August 13, 1931
Resides: 1321 N. Prospect Ave., Milwaukee
Firm: University of Wisconsin
Former status: New member

John B. Shepherd

Born: Marshfield, March 4, 1933
Resides: 504 N. 99th St., Wauwatosa
Firm: John B. Shepherd, Milwaukee
Former status: New member

JUNIOR ASSOCIATES

Richard J. Debban

Born: Green Bay, March 7, 1943
Resides: 1177 Shadow Lane, Green Bay
Firm: Nichols & Brummel, Green Bay
Former status: New member

Albert M. Michejda

Born: Parnaitka, Poland, November 11, 1939
Resides: 1711 Camus Lane, Madison
Firm: Weiler & Strang and Associates, Madison

Former status: New member

Joseph D. Russo

Born: Cicero, Illinois, July 13, 1926
Resides: Route 3, Wautoma
Firm: Donn Houggen, Architect: Wisconsin Rapids
Former status: New member

Karl Schubert

Born: Winona, June 6, 1933
Resides: 1502 S. 30th St., La Crosse
Firm: Carl Schubert & Associates, Inc., La Crosse

A.I.A. Awards Six

Six architects from all over the United States were selected to compete in the final stage of a national competition for the design of a new American Institute of Architects headquarters in Washington, D.C. The new building will stand behind the historic Octagon house. The headquarters building now on the site will be demolished. Each finalist received \$5,000. The author of the winning design will be employed as architect for the project.

STATE BOARD ACTS AGAINST FOUR

An injunction restraining Bruno Lunardi, of Highland Park, Illinois, from practicing architecture or describing himself as qualified to do so in Wisconsin was entered in Dane county circuit court on June 22. The state registration board of architects and engineers brought the action due to advertising in a Wisconsin newspaper.

The board also suspended the engineering certificate of Donald E. Forbes, 3345 Nasau Drive, Brookfield, for 30 days from

July 1. Mr. Forbes allegedly signed plans for a Milwaukee apartment building that were prepared by persons outside his employ. He held no engineering contract with the building's owner, the board also said.

On July 6, the board entered an injunction in Dane county court restraining the Charles Spokane Bank Building and Equipment Company of Pittsburgh, and Charles Spokane, from offering or practicing architectural or engineering services, stating that the firm is not qualified to design or build banks under the Wisconsin registration law.

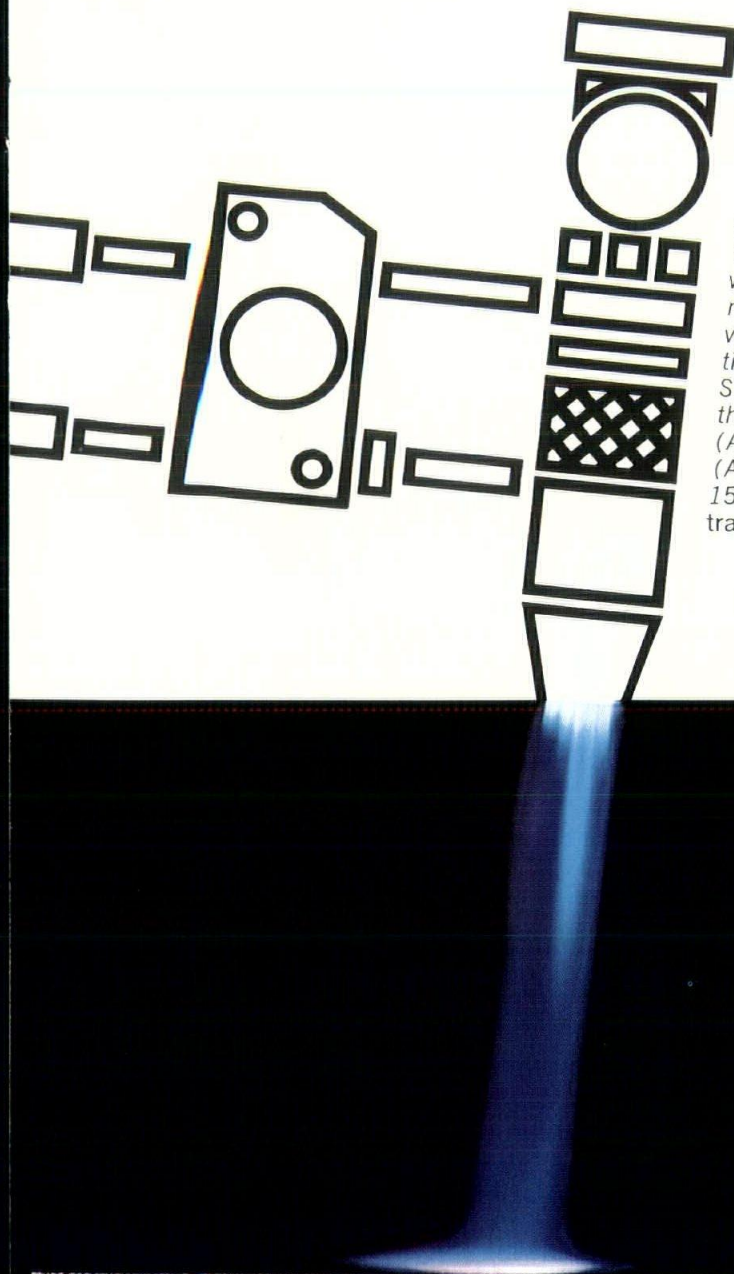
Also on July 6, Dane county court issued an injunction restraining the firm of Television Engineers, Inc., of Madison, from using the word "engineers" in its name. Board spokesmen said the firm is not qualified to imply that it offers engineering services.

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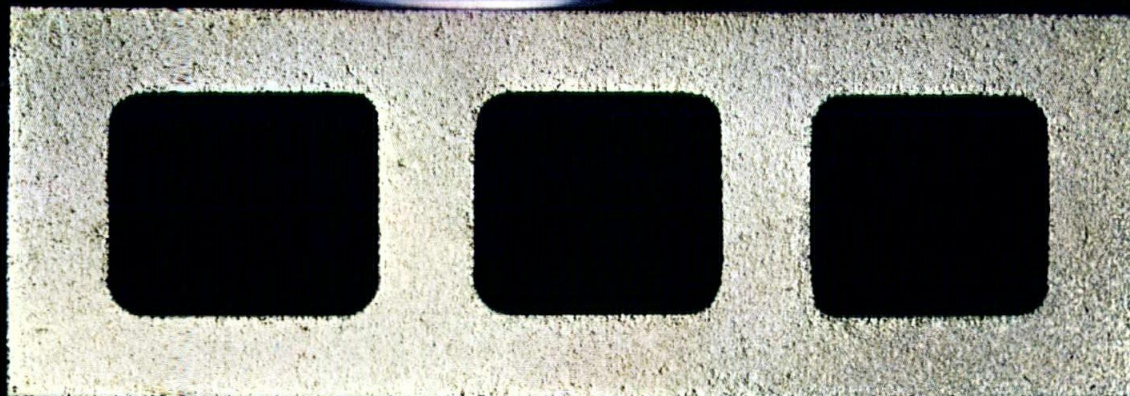
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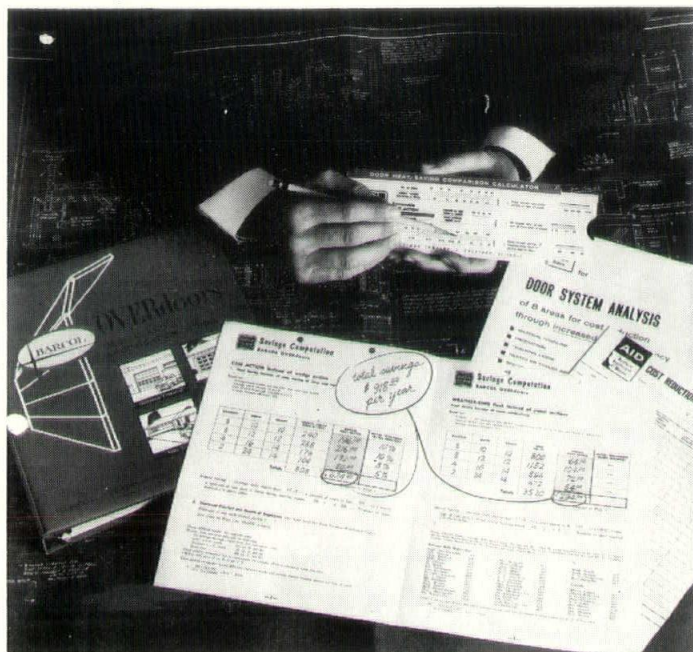


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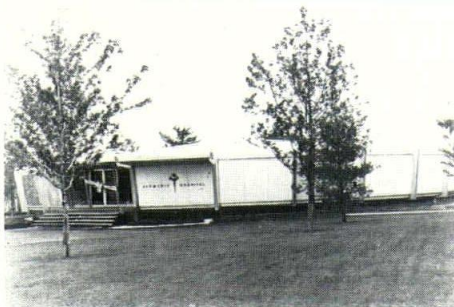
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the 40 patient building is both a display and a working emergency medical center for the fair. The windowless structure, 100 feet in diameter, is constructed mainly of light weight Alcoa Alply aluminum panels, enamelled white outside and covered with textured plastic inside. Foam plastic provides insulation, sandwiched between the double metal walls. According to the designer, Dr. Hugh

MacGuire who directs a similar experimental hospital in Montgomery, Alabama, the building can be mass produced, easily transported and quickly assembled.

The interior is divided into concentric circles for efficiency. A central core holds operating rooms and treatment areas. Doors connect the core to wedge shaped patient rooms. A circular corridor rings the entire building, allowing visitors to reach all patient rooms without hindering medical workers or contaminating treatment areas.

Dr. MacGuire said the building is suitable not only for small communities and suburban areas located far from central medical facilities, but for newly developing countries with immediate needs and limited budgets as well. He also said the structure could be used as a self-contained treatment area on the grounds of crowded existing hospitals.

Known as the Atomedic hospital, the building was financed by 75 commercial donors from all over the United States. A national team of 11 medical experts now studying the hospital's operation will draw up recommendations to perfect its design when the fair closes.

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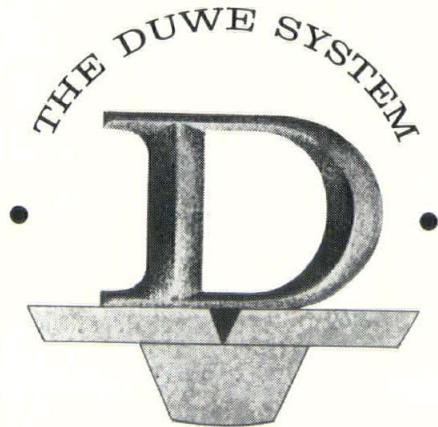
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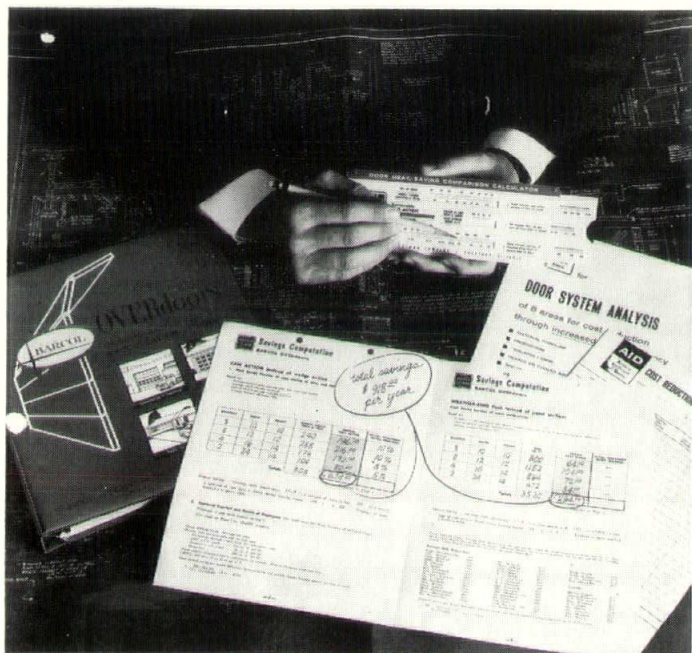
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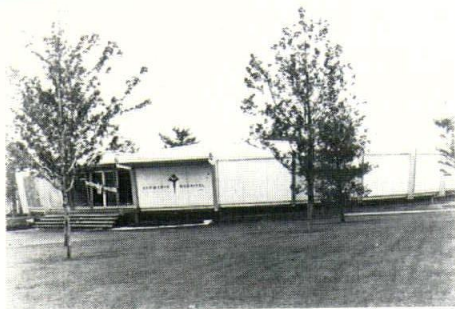
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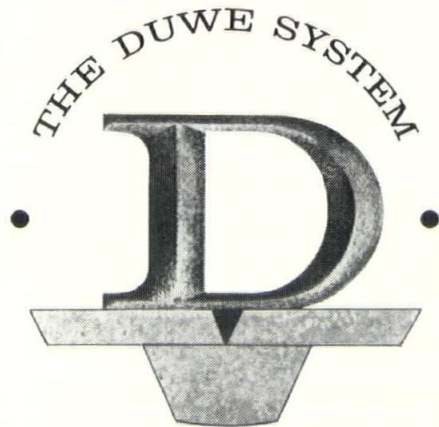
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